

Public Political File Checklist

#1314024

Issue/Advertiser SC senate Rep. Caucus

✓ original order from buyer/rep - Date of Original Order 10/17/16

\_\_ schedule

\_\_ rates booked

\_\_ candidate/issue name

✓ station order

\_\_ schedule

\_\_ rates charged

\_\_ candidate/issue name

✓ List of committee officers

✓ traffic information (spot content)

Revision Dates			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Communication refers to \_\_\_\_\_

✓ invoice

\_\_ final schedule

\_\_ rates charged

\_\_ LUR changes documented (if any)

Station Contact information

Tim Weaver

tweaver@wltx.com

803-647-0235 (8:30am – 5:30pm Eastern)

Client: SC Senate Rep. Caucus  
Product:  
Campaign: Senate 22

## Station Order

#1314624

CREATIVE COMMUNICATIONS, INC.  
po box 24189  
greenville, SC 29616  
864.268.1717

Buyer Name: Susan Kines  
Sweeps: Manual Ratings

Actg. Order No.: 376  
WS Order No.: 3517  
Contract No.:

Rev #: 0  
Flight From: 10/18/2016 to 11/08/2016

Estimate No.:  
Contract No.:  
Job No.:

Market: COLUMBIA, SC  
Station: WLTX  
Station Contact: TIM WEAVER

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Station Gross Net Percent Rate/ Total	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA P 35+ (R)
✓ 1	MTWTF--	EM	NEWS 19 AT 5AM	\$150.00 \$127.50	\$127.50	1	1	1	-	3	1.8
✓ 2	MTWTF--	EM	CBS EARLY SHOW	\$450.00 \$382.50	\$382.50	1	1	1	-	3	\$83.33
✓ 3	MTWTF--	DT	NEWS 19@ NOON	\$450.00 \$382.50	\$382.50	1	1	1	-	3	\$81.40
✓ 4	MTWTF--	EF	NEWS 19@ 5P	\$1,350.00 \$1,147.50	\$1,147.50	1	1	1	-	3	\$75.00
✓ 5	MTWTF--	EF	NEWS 19@ 5:30P	\$1,200.00 \$1,020.00	\$1,020.00	1	1	1	-	3	\$117.65
✓ 6	MTWTF--	EF	NEWS 19@ 5:30P	\$4,000.00 \$3,400.00	\$3,400.00	3	3	3	1	10	4.0
✓ 6	MTWTF--	EF	NEWS 19@ 6P	\$900.00 \$765.00	\$765.00	1	1	1	-	3	\$100.00
✓ 6	MTWTF--	PA	NEWS 19@ 7P	\$550.00 \$467.50	\$467.50	1	1	1	-	3	\$116.88
✓ 6	MTWTF--	LF	NEWS 19@ 11P	\$1,650.00 \$1,402.50	\$1,402.50	1	1	1	-	3	\$105.77
8	MTWTF--	30		\$2,250.00 \$1,912.50	\$1,912.50	1	1	1	-	3	\$127.12
<b>Monthly Totals</b>											
				\$14,650.00		10	10	10	1	31	
					46.3						
					46.3						
					4.0						

Date: 10/17/2016

Advertiser: SC Senate Rep. Caucus  
Campaign: Senate 22

**Station Order**  
COLUMBIA, SC - TV

Station: WLTX

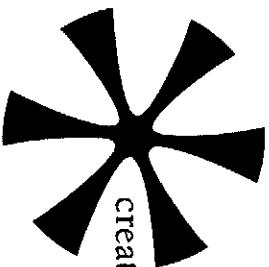
Monthly Totals						
Month	Spots	GRP/GRS	Station Gross Dollars	Station Gross CPP/CPM	Net Percent Dollars	Net Percent CPP/CPM
Oct	20	92.6	\$9,500.00	\$102.59	\$8,075.00	\$87.20
Nov	11	50.3	\$5,150.00	\$102.39	\$4,377.50	\$87.03
	31	142.9	\$14,650.00	\$102.52	\$12,452.50	\$87.14

Comments

- Campaign Remarks:
1. ALL SPOTS MUST RUN AS ORDERED WITH EQUAL DISTRIBUTION IN TIME PERIODS ORDERED.
  2. ANY CHANGES TO SCHEDULE MUST BE APPROVED IN ADVANCE BY AGENCY.
  3. PLEASE SIGN ORDER AND FAX TO SUSAN KINES AT 864/292-0776 OR E-MAIL TO KINESCOMM@AOL.COM TO CONFIRM
  4. INVOICE AT END OF SCHEDULE VIA ELECTRONIC INVOICING:  
SPOT DATA IDB# 919  
TV INVOICES IDB# 1060  
Encode Electronic Invoices IDB Number #919  
EMEDIA TRADE EMT10749

By: \_\_\_\_\_

10/17/2016



creative communications

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***fax***

To: Tim Weaver  
From: WLTX-TV  
Date: Susan Kines  
Re: 10-17-16  
**SC Senate Republican Caucus Senate 22 Insertion**

Please find the following:

1. SC Senate Republican Caucus Senate District 22 insertion order for **Wednesday 10/19/16 – Monday 11/7/16**
2. Political Agreement Form
3. Please send me instructions for Credit Card Payment to your station
4. Link to the spot is below:  
**Title: "Stinks"**  
**ISCI SCRC-SD22**

[https://www.dropbox.com/s/9hflwrxznq8fgh/161012\\_SCRC\\_Anti-McLeod\\_TV\\_FINAL.mov?dl=0](https://www.dropbox.com/s/9hflwrxznq8fgh/161012_SCRC_Anti-McLeod_TV_FINAL.mov?dl=0)

**Please run this spot 100% TFN.** Notify me promptly of any preemptions and spots that do not clear so I can put them back in the schedules.

If you have any questions, please call me at 864/268-1717. Please sign insertion order to confirm the schedule and e-mail to me at [kinescomm@aol.com](mailto:kinescomm@aol.com).

THANKS!



Order / Rev: 1314624  
 Alt Order #:  
 Flight Dates: 10/18/16 - 11/08/16

Advertiser: SC Senate Rep. Caucus  
 Product Desc: Senate 22  
 Estimate:

WLTX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WLTX	10/18/16	11/08/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	1	\$400.00	P02-F	3.40	NM	3	\$1,200.00
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 10/17/16    10/23/16    -TWTF--    1    \$400.00    3.40 Week: 10/24/16    10/30/16    MTWTF--    1    \$400.00    3.40 Week: 10/31/16    11/06/16    MTWTF--    1    \$400.00    3.40 Week: 11/07/16    11/13/16    -----    0    \$0.00    0.00															
N 5	WLTX	10/18/16	11/08/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	\$400.00	P02-F	4.00	NM	10	\$4,000.00
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 10/17/16    10/23/16    -TWTF--    3    \$400.00    4.00 Week: 10/24/16    10/30/16    MTWTF--    3    \$400.00    4.00 Week: 10/31/16    11/06/16    MTWTF--    3    \$400.00    4.00 Week: 11/07/16    11/13/16    MT-----    1    \$400.00    4.00															
N 6	WLTX	10/18/16	11/08/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	1	\$900.00	P02-F	7.70	NM	3	\$2,700.00
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 10/17/16    10/23/16    -TWTF--    1    \$900.00    7.70 Week: 10/24/16    10/30/16    MTWTF--    1    \$900.00    7.70 Week: 10/31/16    11/06/16    MTWTF--    1    \$900.00    7.70 Week: 11/07/16    11/13/16    -----    0    \$0.00    0.00															
N 7	WLTX	10/18/16	11/08/16	Local News @ 7p M-F M-F 7p News 19	CM	7-730p	MTWTF--	:30	1	\$550.00	P02-F	5.20	NM	3	\$1,650.00
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 10/17/16    10/23/16    -TWTF--    1    \$550.00    5.20 Week: 10/24/16    10/30/16    MTWTF--    1    \$550.00    5.20 Week: 10/31/16    11/06/16    MTWTF--    1    \$550.00    5.20 Week: 11/07/16    11/13/16    -----    0    \$0.00    0.00															
N 8	WLTX	10/18/16	11/08/16	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	1	\$750.00	P02-F	5.90	NM	3	\$2,250.00
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 10/17/16    10/23/16    -TWTF--    1    \$750.00    5.90 Week: 10/24/16    10/30/16    MTWTF--    1    \$750.00    5.90 Week: 10/31/16    11/06/16    MTWTF--    1    \$750.00    5.90 Week: 11/07/16    11/13/16    -----    0    \$0.00    0.00															
<b>Totals</b>														<b>31</b>	<b>\$14,650.00</b>



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

S. C. Senate Republican Caucus; PO Box 12012; Columbia, SC 29211

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Shane Massey



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10-17-16      *Joe Kines*      864-268-1717  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title